ORDER



KLAS

Alt Order #: ROMNEY/RNC

36810

Product Desc:

Estimate:

Order / Rev:

Flight Dates:

08/15/12 - 08/21/12

Original Date / Rev: Order Type: **GENERAL**

07/30/12 / 08/13/12

Primary AE:

Sales Office: Sales Region: Mike Jones

National

K-WAS

Name: **American Rambler Production** Agency

Buying Contact:

Stephanie Kincaid

Billing Contact:

138 Conant St.

Beverely, MA 01915

Romney, Mitt / R-Pres

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

EOM/EOC

Broadcast

15%

Advertiser Name:

Demographic:

A25-54

Product Codes: PO1

Priority: LV3

Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Totals

Bill Plan

Orders

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	128	\$174,140.00	\$148,019.00

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	128	\$174,140.00	\$148,019.00	0.00
Totals	128	\$174,140.00	\$148,019.00	0.00

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	35%	\$174,140.00
Market	100%	\$497,542.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$124,385.71
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$24,877.14
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type S	Spots	Amount
E 1	8	08/20/12	08/21/12	8 News Now 6a M-F 8 News Now 6a M-F	СМ	6-7a	MT	:30	4 \$1,100.00LV1	0.00 NM	4	\$4,400.00
	NOW 6	SAM										
	Sta	art Date	End Date	Weekdays Spo	ts/Week	Rate	Rating					
٧	Veek: 08	/20/12	08/26/12	MT	4	\$1,100.00	0.00					
E 2	8	08/15/12	08/17/12	8 News Now 6a M-F	CM	6-7a	WTF	:30	6 \$1,100.00LV1	0.00 NM	6	\$6,600.00
				8 News Now 6a M-F								

Print Date: 08/14/12 13:02:36 Page 2 of 7

Ln	Ch Start	t End	Inventory Code	Break	Start/End	Time Days	l en	Spots	Rate Pri	Rta Type	Spots	Amount
	NOW 6AM	2.10	mitomory code	5.0 4.1	010			-	,,,,,,	9 . , , , ,		
We	Start Date eek: 08/13/12	End Date 08/19/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$1,100.00	Rating 0.00						
E 3	8 08/20	/12 08/21/12	CBS This Morning	_	7-9a	MT	- :30	4	\$900.00LV1	0.00 NM	4	\$3,600.00
	EARLY SHOW			-								
We	Start Date eek: 08/20/12	End Date 08/26/12	Weekdays MT	Spots/Week 4	<u>Rate</u> \$900.00	Rating 0.00						
E 4	8 08/15	/12 08/17/12	CBS This Morning	-	7-9a	WTF-	- :30	6	\$900.00LV1	0.00 NM	6	\$5,400.00
	EARLY SHOW			•								
We	Start Date eek: 08/13/12	End Date 08/19/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$900.00	Rating 0.00						
E 5	8 08/15	/12 08/17/12	Live w/Kelly	CM	9-10a	WTF-	- :30	3	\$650.00LV1	0.00 NM	3	\$1,950.00
	_IVE		Live With Regis &	& Kelly								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 08/13/12	08/19/12	WTF	3	\$650.00	0.00					_	
E 6	8 08/20	/12 08/21/12	Live w/Kelly Live With Regis &	CM & Kelly	9-10a	MT	- :30	2	\$650.00LV1	0.00 NM	2	\$1,300.00
ı	_IVE		zivo vviii regio e									
\Ma	Start Date eek: 08/20/12	End Date 08/26/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$650.00	Rating 0.00						
E 7		/12 08/21/12		CM	10-11a	MT	- :30	2	\$1,300.00LV1	0.00 NM	2	\$2,600.00
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'	Start Date		Weekdays	Spots/Week	Rate	Rating						
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1	PRICE IS RIGI	нт	Price Is Right									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
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3	_	pon entry (DA <i>12-08/19/12 F</i>		10-1	1a		WThF		:30 (\$1.300.00)	0.00 NM		
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		pon entry (DA		·							l	
E 9	8 08/15	/12 08/17/12	Y&R Young & Restles	CM	11a-12p	WTF-	- :30	3	\$1,800.00LV1	0.00 NM	1	\$1,800.00
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	Start Date		Weekdays	Spots/Week	Rate	Rating						
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2		12-08/19/12 Y		11a-			WThF		:30 (\$1,800.00)			
	Credited	non onto: (DA	.vi									
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_	Credited				•						l	
		pon entry (DA							04 000 001144	0.00 100		60.00
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•	YOUNG & RE		_									
We	Start Date eek: 08/20/12	End Date 08/26/12	<u>Weekdays</u> MT	Spots/Week 2	Rate \$1,800.00	Rating 0.00						

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KLAS

 Order / Rev:
 36810
 Advertiser:
 Romney, Mitt / R-Pres

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 ROMNEY/RNC

Flight Dates: 08/15/12 - 08/21/12 Estimate:

Ln (Ch S	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 10	8 0	8/20/12	2 08/21/12		CM	11a-12p	MT	- :30	2	\$1,800.00LV1	0.00 NM	0	\$0.00
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			n entry (DA))]							100000000000000000000000000000000000000		
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	Credit		n entry (DA)	01									
E 11	170			8 News Now Noc	n M-F CM	12-1230p	WTF	- :30	6	\$650.00LV1	0.00 NM	6	\$3,900.00
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N	OON NE		Fred Data	VA/a alcelarea	Cnoto AMook	Poto	Pating						
Wee	<u>Start I</u> ek: 08/13		End Date 08/19/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$650.00	Rating 0.00						
E 12				8 News Now Noo	on M-F CM	12-1230p	WTF-	- :30	4	\$650.00LV1	0.00 NM	4	\$2,600.00
				8 News Now No	on M-F								
N	OON NE Start (End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 08/13		08/19/12	WTF	4	\$650.00	0.00						
E 13	8 0	8/15/1	2 08/17/12	1230-2p Soaps/	LMAD CM	1230-2p	WTF-	- :30	3	\$750.00LV1	0.00 NM	3	\$2,250.00
	01 0 0 0			Soaps / Let's Ma	ake A Deal								
В	OLD & B Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 08/13	117-117-117-117-1	08/19/12	WTF	3	\$750.00	0.00						
E 14	8 0	8/20/1	2 08/21/12	1230-2p Soaps/		1230-2p	MT	- :30	2	\$750.00LV1	0.00 NM	2	\$1,500.00
D	OLD & B	EALIT	IEI II	Soaps / Let's Ma	ake A Deal								
ь	Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
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E 15	8 0	8/20/1	2 08/21/12	The Talk 2-3P	CM	2-3p	MT	- :30	2	\$750.00LV1	0.00 NM	2	\$1,500.00
т	HE TALK	(The Talk									
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-	Start I		End Date	Weekdays	Spots/Week	Rate	Rating						
-	ek: 08/13		08/19/12	WTF	CM 3	\$750.00 3-4p	0.00 WTF-	- :30	6	\$800.00LV1	0.00 NM	6	\$4,800.00
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10/-	Start		End Date	Weekdays WTF	Spots/Week 6	Rate \$800.00	Rating 0.00						
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L 10	0 0	70/20/1	2 00/21/12	Ellen	O.III	O 16				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
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E 19				8 News Now 4p		4-5p	MT	- :30	4	\$900.00LV1	0.00 NM	4	\$3,600.00
				8 News Now 4p	M-F	m/							
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E 20	10 / 10 / 10 / 10 / 10 / 10 / 10 / 10 /		2 08/17/12	8 News Now 4p		4-5p	WTF-	- :30	6	\$900.00LV1	0.00 NM	6	\$5,400.00
	IOW 4PN			8 News Now 4p	M-F								
N	Start		End Date	Weekdays	Spots/Week	Rate	Rating						
	Juil											50	

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 Order / Rev:
 36810
 Advertiser:
 Romney, Mitt / R-Pres

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 ROMNEY/RNC
 KLAS

 Flight Dates:
 08/15/12 - 08/21/12
 Estimate:

Ch Ch Start End									
Secretary September Secretary Secretary September Secretary Secret	Ln Ch Start End	Inventory Code Break	Start/End	Γime Days	Len Spo	ts Rate Pri	Rtg Type Sp	ots	Amount
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Slart Date End Date Week 03/2012 03/20	NOW 5PM	8 News Now 5-630p M-F							
E 23	Start Date End Date								
INSIDE EDITION Start Date					- :30	2 \$900 00LV1	0.00 NM	2	\$1,800,00
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T-8p Rotator T-8p Rotator Start Date End Date Weekdays Spots/Week Rate Rating New: 08/20/12 08/26/12 MT 2 \$1,000.00 0.				-			1		
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8 News Now 11p M-F 11P NEWS Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12WTF 6 \$1,700.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 8 08/13/12-08/19/12 8 News Now 11p M-F 11-1135pWThF :30(\$1,700.00) 0.00 NM Credited [due n/a upon entry (DA)] 4 8 08/13/12-08/19/12 8 News Now 11p M-F 11-1135pWThF :30(\$1,700.00) 0.00 NM Credited [due n/a upon entry (DA)] E29 8 08/15/12 08/17/12 Letterman CM 1135p-1237aWTF :30 3 \$650.00 LV1 0.00 NM LETTERMAN Start Date End Date Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12WTF 3 \$650.00 0.00 E30 8 08/20/12 08/21/12 Letterman CM 1135p-1237a MT :30 2 \$650.00 LV1 0.00 NM 2 \$1,300.00			5-0-10 / Julio - 10-0-0		- :30	6 \$1,700.00LV1	0.00 NM	4	\$6,800.00
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Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type		Weekdays Spots/Week	Rate	Rating					
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Start Data End Data Wookdays Snats/Wook Pate Pating	LETTERMAN								

<u>Weekdays</u>

Start Date End Date

Spots/Week

Rate

Rating

Print Date: 08/14/12 13:02:37 Page 5 of 7

Order / Rev: 36810 Alt Order #:

Advertiser:

Romney, Mitt / R-Pres

Flight Dates: 08/15/12 - 08/21/12

ROMNEY/RNC **Product Desc:**

KLAS

Estimate:

E30 8 68201/12 08/21/12 Letterman	Ln C	h Sta	rt End	Inventory Code	Break	Start/End	Гime Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
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NCIS Start Date Week 020/12	Weel											
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E32 8 08/15/12 08/15/12 Wed 9-10			End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				l	
Criminal Minds Start Date End Date Week (88/19/12 08/19/12 19/10/20 19/10/												
Start Date End Date Meekdays Spots/Week Rate 1510,000.00 Start Date	E 32	8 08/1	5/12 08/15/12	•	CM	9-10p	W	:30	1 \$10,000.00LV1	0.00 NM	1	\$10,000.00
E33 8 08/17/12 08/17/12 08/17/12 Fri 9-10p	CF	RIMINAL M	NDS	Chiminal winds								
San Date End Date Weekdays Spots/Week Rate Week (08/13/12 08/19/12 08/											İ	
CSI: NY Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Rate Spots/Week Start Date Spots/Week							-30	1 \$7 000 001 \/1	O OO NIM	1	\$7 000 00	
Start Date End Date Weekdays Spots/Week Rate No.	E 33	8 06/1	1112 00111112	•	CIVI	9-10p		.50	1 \$7,000.00241	0.00 14141	'	Ψ1,000.00
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 Order / Rev:
 36810
 Advertiser:
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 Alt Order #:
 Product Desc:
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 Flight Dates:
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Totals

 Order / Rev:
 36810
 Advertiser:
 Romney, Mitt / R-Pres

 Alt Order #:
 Product Desc:
 ROMNEY/RNC
 KLAS

 Flight Dates:
 08/15/12 - 08/21/12
 Estimate:

Ln Ch Start End	Inventory Code Break	Start/End	d Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 48 8 08/19/12 08/19		Various	s	:30	1 \$175.00LV1	0.00 NM	0	\$0.00
930A NEWS	Politics Now S Sebelius	(9:30 AM-1	0:00 AM)					
Start Date End Da	te <u>Weekdays</u> <u>Spots/Week</u>	Rate	Rating			l		
Week: 08/13/12 08/19/		4	0.00					
Spot Ch Date Range 1 8 08/13/12-08/19/		rt/End Time ious	<u>w</u> 9:30 AM-10:00)			Rtg Type		
Credited	2 Folities Now 3 Seperius Vali	ious	(9.30 AM-10.00 ,-	Ju	.30 (\$170.00)	0.00 14141		
[due n/a upon entry	DA)]							
E 49 8 08/19/12 08/19	12 8 News Now Sun 5-7p CM	5-7p	S	:30	3 \$1,700.00LV1	0.00 NM	3	\$5,100.00
A (17) A (17)	8 News Now Sun 5-7p							
NEWS Start Date End Da	te Weekdays Spots/Week	Rate	Rating					
Week: 08/13/12 08/19/1		\$ \$1,700.00	0.00					
E 50 8 08/19/12 08/19	· · · · · · · · · · · · · · · · · · ·	7-8p	S	:30	1\$12,000.00LV1	0.00 NM	1	\$12,000.00
	60 Minutes	,						
60MIN			5 . (1)					
Start Date End Da Week: 08/13/12 08/19/1		Rate \$12,000.00	Rating 0.00					
E 51 8 08/19/12 08/19		10-11p	S	:30	1 \$5,000.00LV1	0.00 NM	1	\$5,000.00
201 0 00/10/12 00/10	The Mentalist				. 40,000.00	0.00	•	40,000.00
THE MENTALIST								
Start Date End Da			Rating					
Week: 08/13/12 08/19/1 E 52 8 08/19/12 08/19		\$5,000.00 11-1135P	0.00 S	:30	2 \$750.00LV1	0.00 NM	2	\$1,500.00
E 52 8 08/19/12 08/19	12 8 News Now Sun 11p CM 8 News Now Sun 11p	11-1130F	3	.30	2 \$750.00EVI	U.UU INIVI	2	\$1,500.00
11P NEWS								
Start Date End Da			Rating					
Week: 08/13/12 08/19/1		\$750.00	0.00				_	****
E 53 8 08/19/12 08/19	•	5-6a	S	:30	2 \$100.00LV1	0.00 NM	2	\$200.00
5A NEWS	Eye On Wash/Wall St Jrnl							
Start Date End Da	<u>te</u> <u>Weekdays</u> <u>Spots/Week</u>	Rate	Rating					
Week: 08/13/12 08/19/1	2S 2	\$100.00	0.00					